

# **Business Seminar and Gated Communities**

CERT: Prepared at Home and at Work!



# **Business Seminar Concept**

- Businesses are important to local economies
- History has shown many businesses are not prepared!
- > CERT "BE PREPARED" concept is applicable at home and work
- Regional seminar James City County, Williamsburg, York county and further!

### Local Resources

- Local Office of Economic Development
- > Local Better Business Bureau
- > Local Chambers of Commerce
- > Local business newsletters
- > Your CERT partners!

# ECONOMIC DEVELOPMENT JAMES CITY COUNTY, VIRGINIA

**OPEN FOR BUSINESS SINCE 1607** 

SEARCH!



search tips

HOME

LOCATION

SITES AND BUILDINGS

DEMOGRAPHICS / COMMUNITY DATA

**BUSINESS ADVANTAGES** 

EXISTING INDUSTRY SERVICES

ECONOMIC DEVELOPMENT AUTHORITY

**NEWS** 

STARTING A BUSINESS GUIDE

LINKS

CONTACT US

WEB SITE MAP

Welcome to James City County, Virginia, strategically located in the Mid-Atlantic Region of the United States. With almost 400 years of history as a prime business location, the James City County/ Williamsburg, Virginia area today is an acclaimed business address, ideal for companies interested in manufacturing, distribution, office, and R & D.



James City County's Office of Economic Development is a team of specialists in company relocations and expansions. For businesses interested in a James City County location, our team can provide site selection assistance, as well as information regarding business assistance, workforce training programs, and the James River Enterprise Zone.

To learn more about ready-to-go sites and buildings for your company in James City County, please explore our site further.

> Office of Economic Development Keith Taylor, Director 101-C Mounts Bay Road, P.O. Box 8784 Williamsburg, VA 23187-8784 (757) 253-6607 - econdev@james-city.va.us

> > © James City County
> > Office of Economic Development
> > Website Established in 2003

# Location, location, location...

- Budget need to make as cost effective as possible.
- Needed support of all partners
- Hotel or training center? Remember your audience!

# Your Message – does it sell?

- Theme for your seminar to get them to come, sell it!
- Feed them and they will come
- > Advertise in ALL available outlets
- > How will you handle registration? Fee?

## PREPARE AND PROFIT

LEARN HOW TO PREPARE AND PROTECT YOUR PROFIT.

#### May 2, 2006 Crowne Plaza Williamsburg at Fort Magruder \$25 per person

(includes registration, all materials and buffet lunch)

9:15 REGISTRATION (beverages provided)

10:00 WELCOME

Sanford B. Wanner, James City County Administrator

10:15 KEYNOTE SPEAKER

Clyde Hoey, Virginia Peninsula Chamber of Commerce

10:45 FEATURED SPEAKER

Anna McRay, Citizens Corps and CERT Training Outreach Coordinator

11:00 BREAK

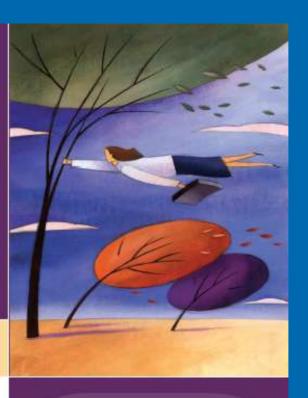
11:15 FEATURED SPEAKERS, PANEL:

Marc LaFountain, Public Outreach Coordinator, Virginia Department of Emergency Management Jim Goltry, Chapter Development Director, American Red Cross, Colonial Virginia Chapter

12:15 CLOSING REMARKS

12:30 BUFFET LUNCH

Please register by May 1, 2006 using enclosed form.



COULD YOUR BUSINESS

MAINTAIN A PROFIT

AFTER A DISASTER -

OR WOULD YOU EVEN

REMAIN IN BUSINESS?

### **Our Business Seminar Partners**

- Virginia Citizen Corps
- James City County Office Economic Development
- American Red Cross Colonial Virginia Chapter
- Virginia Department Emergency Management
- Mr. Clyde Hoey, Virginia Peninsula Chamber of Commerce

### Prepare and Profit Business Seminar Evaluations

Evaluations Received by 6/15/06 51%	37
Did you attend the seminar?	Yes: 36
	No: 1
	Blank:
Did you feel the seminar was	Yes: 34
beneficial & pertained to your	No: 3
business?	Blank:
Were there specific things presented	Yes: 32
that you will put into practice at your	No: 3
business?	Blank: 2
Are you interested in a "Next Step"	Yes: 27
seminar to help you develop a plan	
specific to your business needs?	No: 8
	Blank: 2
Should this seminar be offered	Semi-Annual: 12
regularly by JCC?	Annual: 20
	Bi-Annual: 5
Comments:	Need to include a segment on
	insurance coverage.
Comments:	Did not pertain to my business.
Comments:	Seemed to pertain more to small
	business rather than large
	manufacturing businesses.
Comments:	Have similar businesses get together
	to share ideas
Comments:	Was looking forward to learning
	about this - had a conflict with my
	schedule
Comments:	I have some other resources
	(manuals) to use as guides. If the
	seminar was offered before fall, I
	might be interested.
Comments:	Excellent presentation. Thank you
	for offering it.

### **Business Seminar Outcomes**

- > 73 attendees
- Newspaper coverage
- County Board of Supervisors and County Administrator awareness
- Positive attendee reaction for all partners
- > Requests for 2<sup>nd</sup> seminar

### Outcomes continued...

- Many requests by business owners and leaders for bulk materials or more information
- Verbal and written thanks for raising awareness at seminar
- Employees and business owners taking the CERT class
- Business owners sharing the message with their employees, better prepared to survive a disaster.

### **CERT in Gated Communities**

Targeted a gated community for the pilot class.

Community with structure, resources and communication.

Engaged citizens become advocates!





# Fords Colony CERT

- HAM radio operators constant contact with EOC
- Helping other gated communities achieve their goals
- Website at:
  <a href="http://members.cox.net/fccert/index.ht">http://members.cox.net/fccert/index.ht</a>
  <a href="m">m</a></a>
- > Has 40 active members